

## Contact

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## Core Competencies:

- CRM processes
- Business Analysis
- Agile Methodology
- Design Management
- Project Management
- User Acceptance Testing

## Certifications:

- Salesforce Certified Administrator
- NCFM Banking
- IBM Block chain Essentials
- Certified Telecom Professional
- Querying MS SQL Server 2012/14

## Tools & Technologies:

- Salesforce CPQ
- Model N
- JIRA/Confluence
- SQL
- MS Office

## Honours & Awards:

Campus Runner-up in YES BANK Transformation Series

## CSR:

Co-Founder of NIVAH (Social Initiatives wing in DMS IIT Delhi)

Community Service for Primary School children

# Kranthi Kumar Pogaku

MBA Graduate in Finance & IT Consulting with 5+ years of professional experience/domain expertise across SFA/CRM processes in Cloud Technology & Networking, Travel & Hospitality. Has an exceptional record of delivering cost effective, high performance technology solutions in IT industry with exposure to Cloud Sales, American Healthcare & Insurance and HR Consulting.

## Professional Experience

### Cognizant Business Consulting, Hyderabad Consulting Analyst – Customer Experience(SaaS)

May'18 – Present

#### #1 CPQ Solution Design – Customizing Salesforce platform

- Assisting one of the leading global cloud computing and virtualization services client in the area of sales enablement and assessment
- Leading the cross functional teams and projects for requirement gathering to facilitate incremental cutover migration from Model N (Quote-to-Cash) to Salesforce CPQ (Configure-Price-Quote) platform
- Working as IT Product Owner and engaged closely with business & product management to maintain prioritized product backlog
- Demonstrating responsibility for project/process improvement while mentoring junior team members

#### #2 CRM IT Solutions Design – Model N (Quote-to-Cash) platform

- Acted as Scrum Master and served as liaison between key stakeholders including functional units
- Responsible for leading and rationalizing business requirements / user stories, working with end users and technology teams to conceptualize the flow, customer journey and screen design
- Leveraged analytical skills to translate complex problems into simple and actionable tasks
- Created user stories with detailed acceptance criteria to develop the customized solutions

#### #3 CRM Solutions Advisory & Solution Implementation - a leading global Travel & Hospitality provider

- Consulted in benchmarking existing business capabilities against the global industry standard capabilities
- Modelled customer experience journey to generate customer insights and recommendations
- Designed future state solution architecture and developed a phased high-level implementation roadmap

### Salto Dee Fe Consulting, Gurgaon Management Intern

May'17 – July'17

#### #1 Business Development for In-House Feedback Application

- Performed gap/root cause analysis to find drawbacks in application & optimized the user process flow
- Conducted holistic market research & remodelled the system to improve the customer experience
- Organized sales infrastructure and prospective client information for increasing the profitability

#### #2 Recruitment Management – Ministry of Government of India

- Conducted screening and evaluation interviews of candidates based on the mandatory requirements
- Documented profile notes of candidates for final selection and recruitment
- Managed the panel for selection and organized infrastructure at different geographical locations

### Infosys Limited, Hyderabad

#### QA Engineer (Healthcare & Insurance)

Sept'13 – July'16

#### Techno-Functional QA specialist – a leading Blue Cross Blue Shield Association

- Acted as SPOC for offshore quality assurance team & handled a team of 6 testing members
- Involved in business requirement gathering and analysis for Electronic Data Interchange (EDI) portal
- Worked on various platforms including claim adjudication (NASCO), data integration (INFORMATICA) and middleware bridging gap between new & legacy healthcare IT solutions
- Developed business cases for testing in compliance with HIPAA and designed test strategy for release cycle

## Education

**Master of Business Administration (MBA)**, Finance & IT Consulting  
 Dept. of Management Studies, IIT Delhi

May'18  
**8.07/10**

**Bachelor of Engineering (BE)**, Electronics & Communication  
 Chaitanya Bharathi Institute of Technology, Hyderabad

May'13  
**8.31/10**